



THE DIXIE GROUP

# PRIVACY NOTICE FOR CALIFORNIA RESIDENTS Non-Employees

## Overview:

This privacy policy describes how The Dixie Group (“Dixie,” “we,” or “our”) process the personal information of our customers, vendors, and website visitors. Dixie consists of the Residential Division (Fabrica, Dixie Home, and Masland) and the Contract Division (Atlas and Masland).

This privacy policy applies solely to California residents (“you”) that meet the definition of “Consumer” under the California Consumer Privacy Act of 2018 (CCPA), excluding employees. Any terms defined in the CCPA have the same meaning when used in this policy.

## Personal Information:

The CCPA defines “Personal information” as “information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household.” From henceforward within this Policy, this information will be referred to as personal identifiable information (PII).

PII specifically detailed in the CCPA includes, but is not limited to, your “real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, social security number, driver’s license number, passport number, or other similar identifiers.” Other sources have indicated that PII also includes: signatures, physical characteristics and description, telephone number, insurance policy number, education, employment, employment history, bank account number, credit card number, and web history.

PII does not include publicly available information. Per the CCPA, “‘publicly available’ means information that is lawfully made available from federal, state, or local government records.”

## PII Sources:

Dixie collects PII from you when you visit or enter your information on our Websites in addition to when you provide us information as a prospective or actual customer or vendor. Customer/vendor PII may be provided to us by you on documents you manually complete on paper or on-line or in direct discussions with our representatives. PII may also be obtained via third-parties in regards to credit and background checks for which you have granted us permission to obtain.

## **PII Types:**

### Websites

As visitors to a Dixie website, we capture your IP Address along with your location, date, time and how long visited. This information is used for internal marketing purposes and is only stored in our website server logs for 90 days.

Visitors to the Contract Division's websites have the ability to set up web accounts for sample orders. In doing so, you provide us with PII that we retain until you request it be removed from our network. However, if you use this web account to order samples, then a customer account and order records are created in our ERP system.

### Customer/Vendor Activities

PII obtained related to customer/vendor activities include information regarding

- customers – owners and customers' contacts;
- certain employees of our customers if they participate in our TDG Rewards program involving a third-party vendor;
- potentially end users of our products related to
  - contact information for sales and claims and
  - consumer rebates via a third-party vendor to whom you directly provided your PII; and
- vendors.

## **Cookies:**

"Cookies" are small pieces of information that a website sends to your device while you are viewing a website and are either session cookies (expire once you close your browser) and persistent cookies (stay on your device until you delete them or they expire). Cookies enable us to offer secure pages to you without asking you to sign in repeatedly. Most browsers allow you to control cookies, including blocking, accepting and removing them. However, removing cookies may affect the functionality of a site or may require that you reenter data each time you visit a site.

## **PII Usage:**

We will only use your PII when the law allows us to. Generally, we will use your PII, and may share it with other parties acting on our behalf for one or more of the following purposes:

- to identify you when you visit our websites;
- to provide the products, information, and services you request or that we think you may be interested in;
- to fulfill or meet the reason for which the information is provided;
- to respond to your comments or requests for information and documentation;
- to improve and personalize your experience with us;
- for order processing and to streamline your checkout and service process;

- to conduct analytics and solve problems;
- for internal administrative purposes, as well as to manage our relationship with you;
- to assess and respond to a complaint you might make to us or feedback you might give us;
- for market research purposes;
- to conduct investigations of suspicious or harmful activity;
- to create aggregate reports that do not identify you personally;
- to comply with applicable law and regulations;
- for any other purposes about which we notify you; and
- for any other reasonable business purpose to which you consent.

### **PII Selling or Sharing:**

We do not and will not sell your PII. However, we may transfer PII as an asset in connection with a proposed or actual merger or sale (including any transfers made as part of an insolvency or bankruptcy proceeding) involving all or part of our business or as part of a corporate reorganization, stock sale or other change in control.

In processing customers' credit card payments or vendor payments, we may use a third-party to handle the electronic payments. For these situations, we do not retain your account numbers and the third-parties are contractually prohibited from selling or sharing your information, while also falling under CCPA requirements.

With the agreement of customers and customers' employees, we obtain PII from customers' employees and share it with service provider who processes the TDG Rewards programs, providing direct benefits to customers' employees. This service provider is contractually prohibited from using, sharing, or selling your PII and must also disclose or delete your PII upon request under the CCPA.

We also may disclose PII under special circumstances, such as to comply with subpoenas, court orders, legal process or other valid law enforcement measures; to comply with a legal obligation; at the request of governmental authorities conducting an investigation; to verify or enforce compliance with the policies governing the sites and applicable laws; to protect the legal rights, interests, or safety of the sites, our users or others; or when your actions violate our terms. Such disclosures may be carried out without notice to you.

### **PII Rights under CCPA:**

The CCPA provides you with specific rights regarding their PII. These rights are as follows:

- Opt Out of Sale – Section 798.120 of the CCPA requirements provides consumer with the right to “opt-out” of the sale of their PII. However, because we do not and will not sell your PII, Dixie does not offer an opt-out to the sale of PII.
- Disclose – You have the right to request, no more than twice in a 12-month period, that we disclose certain information to you about our collection and use of your PII over the past 12 months. Once we receive and confirm your verifiable consumer request, we will disclose to you within 45 days:
  - The categories and specific pieces of PII we collected about you.

- Our business purpose for collecting that PII.
  - The categories of third parties with whom we share PII.
  - If we disclosed your PII for a business purpose, a list disclosing the disclosures for a business purpose, identifying the PII categories that each category of recipient obtained.
- Delete – You have the right to request that we delete any of your PII that we collected, subject to certain exceptions. Once we receive and confirm your verifiable consumer request, we will delete your PII from our records within 45 days, unless retaining the PII is necessary for us or our service providers to:
    - Complete the transaction for which we collected the PII, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
    - Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
    - Debug products to identify and repair errors that impair existing intended functionality.
    - Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
    - Comply with a legal obligation.
    - Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

#### **PII Protection:**

PII maintained shall be the minimum necessary and shall only be obtained where such collections are essential to meet the authorized business purpose. PII shall be stored on network drives and/or in application databases with proper access controls (e.g., User ID/password) and shall be made available only to those individuals with a valid, business need to know.

#### **PII Retention:**

We retain your PII in accordance with our records retention policy. Our retention schedule for information will vary based upon the nature of the data and the purposes for which it was collected, as well as any applicable laws, rules, or regulations that require us to retain information for specific time periods. In addition, we may retain information to comply with other legal requirements or as is otherwise described in this Privacy Policy. We regularly review our retention schedules for compliance purposes.

#### **Contact and Request:**

If you have any questions or concerns regarding this Privacy Policy or which to make a request under your CCPA rights, please call us at 1-866-248-3179 or email us at [piirequest@dixiegroup.com](mailto:piirequest@dixiegroup.com).

**Privacy Policy Updates:**

We reserve the right to change this Privacy Policy from time to time. Changes will apply to all information that we possess, including your information already in our possession, unless prohibited by law. We will post changes in this Privacy Policy by posting the updated Privacy Policy on our sites and update the effective date at the end of this Privacy Policy. Your continued use of the sites indicates your agreement to the Privacy Policy as posted. You should periodically check the sites to review changes.

**Effective Date: May 26, 2020**